Department: Development  
Reports To: Director of Advancement  
FLSA Status: Exempt  
Salary Range: Commensurate with experience  

**Summary:** The Enrollment Management and Communication Coordinator retains primary responsibility for driving enrollment and retention goals for all grades PreK-12. This means devising and executing a strategic approach to recruitment, focusing mainly on grades Pre-K, 6 and 9, and becoming the school’s key voice on related issues (financial aid, School Choice, the application process, etc.) The Coordinator also serves as one of the key inter-facers of SMSA. In doing so, the Coordinator oversees all internal and external communication vehicles: print, web, media, and other outlets as necessary. While the Coordinator may not necessarily create each piece her/himself, s/he has final responsibility for the look and feel of all items designed on the school’s behalf. This is a full-time, calendar-year position; some evenings and weekends are required.

**Essential Duties and Responsibilities:**
- Work with the school’s president and leadership team to identify viable enrollment goals at the beginning of each fiscal year.
- Communicate progress regularly to key stakeholders, including the president and leadership team, faculty and staff and the SMSA board of directors.
- Manage and steward relationships with families, feeder schools and parishes and key community and school leaders.
- Serve as a public spokesperson on behalf of SMSA at parish functions, community meetings and other public or school functions.
- Serve as the brand steward for SMSA.
- Oversight of SMSA’s website in collaboration with the Director of Technology.
- Oversight of social media outlets including YouTube, Twitter, LinkedIn and Facebook. Implement policies governing the use of social media on the school’s behalf.
- Key contact for all public relations and media inquiries: handle regular press releases on behalf of SMSA to all local and national media; work with communications committee to identify publicity opportunities; proactively strategize and pitch in-depth stories to local, regional and national media outlets as opportunities present themselves.
• Provide and oversee execution of a strategic annual recruitment plan, including management of admissions software.
• Collaborate with the SMSA financial aid specialist to administer financial aid packages to current and prospective families.
• Devise promotional plans for SMSA’s admission and financial aid.
• Plan and execute strategic events and/or other initiatives that will assist in bringing the school closer to its admissions and retention goals.
• Provide monthly/quarterly reports.
• Manage the enrollment management and communications (and marketing) budgets.
• Other duties as assigned.

Your Involvement in Faith Community:
• Insures, in collaboration with the Principals and the Campus Minister, that the Catholic identity of the System is developed and promoted among students, faculty, staff and parents.
• Articulates the mission of the System to alumni, parents, students, faculty, staff and the wider community.

Your Duties and Responsibilities to Students:
• Coordinates shadow days for perspective students and arranges personal tours through the school year.
• Designs, implements and maintains an Ambassador Program.
• Receives progress updates from faculty on new students, transfer students, and students having difficulty with their current social setting.

Your Duties and Responsibilities to Faculty & Staff:
• Involves current faculty and students in the recruitment effort and process.
• Coordinates all marketing efforts through the Office of the President.
• Provides for the increased awareness to the faculty and staff of the goals and activities of the recruitment program.
• Reviews with the President proposed print or non-print marketing tools.
• Provides for the increased awareness of faculty/staff of the goals and activities of the retention program.
• Continues professional development through personal contacts, literature, and in-service opportunities to assure the highest level of quality for the program.
• Assists the Principal in the formulation of enrollment of projections based upon Enrollment data from area schools as well as current economic factors.

Your Duties and Responsibilities to Community:
• Works to promote a positive image of St. Mary’s Springs Academy to the general public.
**Your Duties and Responsibilities to Committees/Board:**
- Provides all of the necessary data for the Admissions Committee to make informed decisions.

**Your Duties and Responsibilities to System:**
- Designs and maintain programs to attract new students and families to our school.
- Designs, implements and maintains a recruitment strategy with a specific calendar of events. Coordinates all marketing efforts through the office of President.
- Initiates contact with schools, parishes, families, potential students and other resources, which provide appropriate information.
- Responds to all incoming student or parent-related concerns.
- Promotes the use of parents (past and present), alumni, and friends in the recruitment process.
- Maintains a database of potential incoming students.
- Represents and articulates the Catholic Educational Character of the vision and mission of the school.
- Provides ongoing communication with perspective students and parents.
- Communicates across the K-12 system by way of newsletters, student profiles of current students from that school, church bulletins, holiday and/or recognition cards, and regular school visits.
- Plans and implements appropriate information meeting such as Open House, Sneak Preview, and information nights such as Parent Orientation.
- Works to improve and maintain good relationships with all surrounding school principals, pastors, and teachers at the junior high school level, as well as all parents.

**Qualifications:**
Bachelor's degree in education/business administration, marketing, communications or other related field or equivalent; and three to five years related experience and/or training; or equivalent combination of education and experience. S/He should be able to show documented success in capitalizing on relationships, and should be prepared to give examples of creative approaches to problem-solving. The Director should be comfortable with financial projections and database work; experience with an admissions software is a plus. S/he should possess clear writing skills and the ability to communicate effectively; strong attention to detail will also be crucial. This position will oversee the Associate Director of Admissions and Communications (this associate position to be established). Management experience helpful, but not required.

The Coordinator will be a team player with innovative ideas to become a leader in a growing school community. S/he will be organized, thoughtful and resourceful and willing to be part of the greater Fond du Lac community. A sense of discretion and confidentiality are critical, but a self-motivated, creative, strategic individual with strong relationship-building skills will find SMSA a place to grow personally and professionally. A commitment to SMSA’s mission and its Catholic values are a must.
**Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands to finger, handle or feel and talk or hear. The employee is frequently required to reach with hands and arms. The employee is occasionally required to stand, walk and sit. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, peripheral vision and ability to adjust focus.